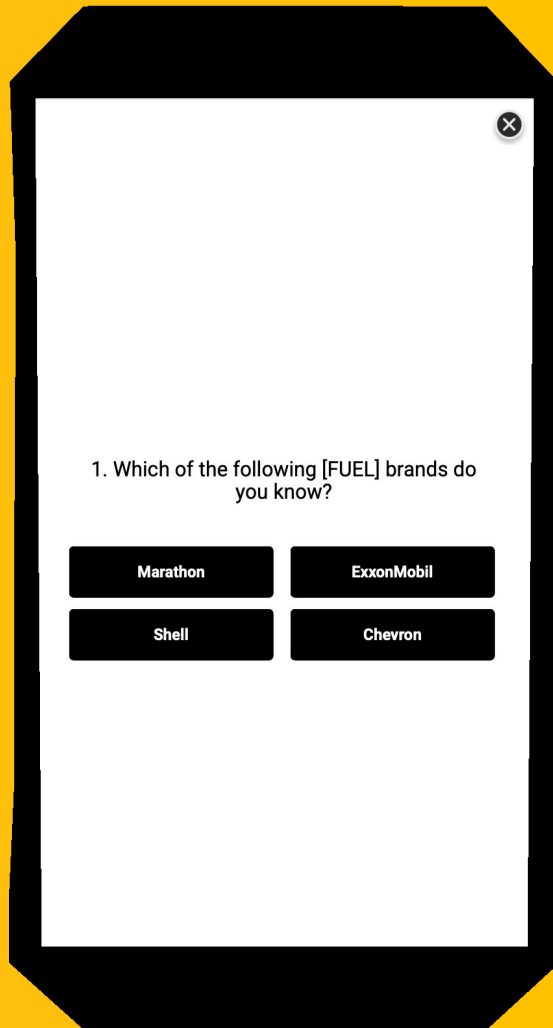


LOGAN®

Brandlift



The tool implements post-campaign surveys

AB Methodology

Real-time metrics

Proprietary retargeting technology

Premium inventory across more than 30,000 apps

Reaching over 100 million mobile devices

Custom surveys developed by LOGAN's design team, following the same look & feel as the campaign

User response rate reaches up to 2,500 participants

Specifications

Methodology: The same survey is conducted with one group of people who were exposed to the campaign and another group who was not impacted by it but share a very similar profile to the first group.

Then, the differences in the responses obtained between the two groups are analyzed to determine whether the positive responses related to the campaign in the exposed group, are higher than those in the group of people who were not exposed to the campaign.

Specifications

Brandlift

Formats:

Available only for Rich Media

Minimum impressions per campaign:
to consult

Impressions for the survey:
100,000 impressions

Formats:

Available only for Rich Media

Response rate:
Between 0.5% and 2.5%

Number of surveys completed:
Between 500 and 2,500

Implementation time:
Up to 48 hours

Campaign duration:
Minimum of 5 days

Question categories:

Brand awareness

Message recall

Purchase intent

Demographic segmentation

Questions:

Minimum of 2 and maximum of 4 questions. Maximum number of characters per question: 122.
Questions can be sent to clients for approval and adjustments; Logan may also choose to adapt them in order to prioritize the overall quality of the study. When the client chooses more than 3 questions, both the questions and the answers should not be too long, to ensure good readability within the demo. It is recommended that each question include no more than three answer options.

Frequency cap:

It must be set to 3.
Example: In the first two impressions, the original campaign creative is shown, and in the third, the survey appears. This way, we ensure that the third impression (the survey) reaches an audience that has previously seen the original creative.

Final reports:

The final Brandlift report may take a minimum of 48 hours.

Brandlift

Discover all our formats, get inspired,
and create new combinations through
the exclusive link to our Creative Service.



Survey

**GOT A
CHALLENGE
FOR US?**

The text "GOT A CHALLENGE FOR US?" is displayed in a bold, black, sans-serif font, arranged in three lines. Four irregular, hand-drawn style shapes are overlaid on the text: an orange shape behind the 'C' of 'CHALLENGE', a yellow shape behind the 'O' of 'GOT' and the 'A' of 'CHALLENGE', a green shape behind the 'N' of 'CHALLENGE', and a blue shape behind the 'U' of 'US?'. The shapes are semi-transparent, allowing the text to be visible through them.